

The company Porada was established in 1968 by Luigi Allievi with the help of his 4 sons in order to expand the production of chairs, started in 1948, to other branches of the home furnishing.

The Porada collection is the result of the proper combining of technological processes with the artisan tradition of this area.

The first step to the present collection was done in 1962 when the firm started to work with the architects Alberio & Cerbaro, then with Martino Perego that developed for Porada "Linea 91" and "Hoppo". The article "Porada" has always been based on the work of heartwood that continues today combined with glass, steel and plastic materials. This new combination of materials was introduced by Tarcisio Colzani that developed among several items the system "Cuccagna", a system of columns that can be equipped with several accessories for home interiors. Nowadays Porada cooperates with several architects in addition to Mr. Colzani the projects are developed by Marconato & Zappa, Seveso & Trezzi, Gottein, Gonser. The main feature of the actual collection is functionality, design and total quality.

Wood, preferably heartwood; enormous attention to detail but clean-cut lines are an absolute must; finish hallmarked by artisan skills: in one word - Porada. What would appear to be the secret recipe for any article is actually the key factor which has allowed the well-known Italian manufacturer of furnishing accessories to go international and to be recognized by a huge public. Though the spoken languages differ greatly they all have a common denominator - a penchant for good Italian design which has perfected the art of combining grace and harmony into the shape and function of a single object. And for Porada, this is also intrinsically entwined with the use. Even the most authentic decorations must abide by these which become essential parts of the design. The essential parts of the design. The Porada range, which is wide and varied, is marked by simple elegance of the lines and the product mix; it is internationally oriented, a mixture of linear, squared elements and others which are softer and more decorative. In addition to design which can be read immediately by the consumers from different cultures, there is the added value provided by the Porada production - an important factor which has contributed to the great success the products have enjoyed both in Italy and abroad: the very careful treatment of the wood - a process which from various aspects is still tightly linked to the artisan tradition, started after the Second World War with Mr. Allievi Luigi the father of the actual four owners of the company. Those who choose Porada appreciate stability, meaning the very best in formal quality and materials. In other words, one could say that the articles produced by this company are destined to last through the years: inspired by the shape and decorations of a distant past, they are flavoured with just the right dose of restyling which transform them into "timeless modern classics". And this is the secret ingredient of its success recipe: the fact that they are both classical and contemporary. Classical for the seriousness with which the post-production phase is tackled; seriousness which is extremely important in the relationship with the foreign clients, which materialized into punctual deliveries and the strong support of the sales network.

Our catalogue let the products speak for themselves; they can tell their story well, they tell of the company's philosophy and the style, they are the only ones qualified to speak the language which is understood throughout the world - the language of furniture.